

Technical Consultancy for Video and Book Production

1. Introduction/ Program Information

In Lebanon, Action Against Hunger has been present since the second half of 2006, where it has implemented an emergency project following the 2006 summer conflict.

Action Against Hunger has been implementing WASH activities in the last year, supporting more than 44000 most vulnerable refugees in Bekaa area and Aarsal. Action Against Hunger field work observations, data from VASyR 2015 and sector assessments indicate that the target populations will experience a degradation in situation and that there are increasing risks of public health outbreaks in the IS and collective shelters (CS) locations due to an overdependence on water trucking and desludging services and lack of sustainable infrastructures. Weakened households and systems are also leading to higher risks, especially for the acutely vulnerable, including the elderly and children.

As part of the response plan to the Syrian refugees' situation in Lebanon and with the underlying aim of combating hunger, Action Against Hunger is implementing WASH projects in the Bekaa Valley targeting Syrian refugees and Lebanese hosting communities. Due to the migration of more than one million refugees to Lebanon following the Syrian crisis in 2011, the pressure on Lebanon's resources has increased affecting mostly water, sanitation and solid waste management. Good hygiene practices are the base of the healthy situation of the refugees, to avoid diarrhea sickness and any epidemic that can affect Syrian refugees and Lebanese hosting communities.

2. Objective of the Consultancy

The objective of this consultancy is to push for the behavior changes about Hygiene Practices of the Syrian refugees. We are expecting to create materials with good technical quality and cultural relevance that could support Action Against Hunger WaSH teams in the activities related to water, sanitation and hygiene, through short videos and books production that could have an emotional impact of the public and stimulate change in their health and hygiene practices.

3. Expected Products

The expected products of this consultancy are the production of:

1. One short video, culturally appropriate and making awareness about hygiene practices for the targeted population living in informal tents settlements and collective shelters.
2. One book tailored for kids, culturally appropriate and highlighting hygiene and sanitation messages and good practices.

Technical specifications:

Animation video with song:

- One video must be presented in Full HD quality (1920X1080) in mov and mpeg format, and digital support (digital file).
- Duration: Because it is a video that could be used for activities in the field and in social networks and online media, the duration will be 90 seconds minimum and cannot exceed 120.
- The target population are kids, so the video should be cartoon animated and child friendly.
- The video should include a song promoting good hygiene practices related to waste management.
- The video should be appropriate to the Syrian community and strictly in Arabic with Syrian accent.

Coloring and sticker book for children:

A high quality book should be developed, A4 format. Images to color by the children and stickers to play with. The images need to encourage to promote personal hygiene.

The book will be 15-20 pages' maximum.

Narrative characteristics

Animation video with song:

- Small history from children to children making awareness about the importance of waste management, reutilizing and recycling.
- The messages will be given by the Zero Waste Club, a club created during the video and which members of the club are children of the community. The children act as change agent which provide model actions and were responsible to persuade low willingness children to participate in collection and recycling.

The key messages communicated will be:

- What is waste?
- Kinds of waste
- Source of waste

- Waste disposal
- Recycling and examples (paper recycling, aluminum recycling, glass recycling, composting...)
- Effects of waste
- You have a role

After the video, the children should:

- Know the relation between waste management and public health.
- Understand what is waste.
- Reduce, re-use, and recycle waste.
- Know about disposal routes for remaining waste.
- Deal with waste safely.

Coloring and sticker book for children:

The book should contain several drawings for the children to colored them. The pictures will show proper hygiene practices (handwashing, personal hygiene, water management and conservation). It also should include stickers.

The key messages communicated will be:

- Hand washing – how to wash, when to wash your hands
- Personal hygiene – toothbrush, daily shower, hair hygiene
- Water conservation

NOTE: Take into consideration mostly of the population is illiterate, so message should be given mainly by image and be complemented (if necessary) by key messages.

Target population:

The target population is Syrian children aged between 5 and 15 years old residing in substandard housing in Beqaa Valley. Furthermore, the video will indirectly target mothers, fathers, and other care providers.

4. Calendar for the Consultancy

- Starting Date: 12th of June
- End date: 7th of July

DATES	ACTIVITIES AND PRODUCTS
12 th of June	1rst meeting detailed activities

19 th of June	Follow up meeting
26 th of June	Share draft materials
3 th of July	Feedback and changes if needed
7 th of July	Final version

5. Consultant selection

5.1 Requirements

- The video and edition experience. The applicant should have experience that has to be shown through products done by him/her producing similar products
- Professional sound recording, material and edition software should be provided by the consultant

5.2 Selection Procedure

Action Against Hunger Wash Technical Department in Zahle will evaluate technical proposals according to the requirements. Logistics department will assess whether the technical proposals complied, and will then evaluate each proposal economically. The applicant will be informed about the results once decision taken.

6. Role and Responsibility of the Consultant

- Develop the activities and produce the products set above with maximum diligence and transparency;
- Follow the laws and regulations required for the execution of this consultancy, including all necessary authorizations for the scope of this work;
- Inform Action Against Hunger of the course of the consultancy whereas necessary;
- Facilitate the necessary means and equipment for the development of the consultancy;
- Provide insurance to the staff dedicated to the consultancy;
- Cross-check with Action Against Hunger the hygiene and sanitation messages.

7. Role and Responsibility of the Contracting party

- Facilitate all the necessary documentation, information and contacts for the accomplishment of the consultancy;
- Provide the payment according to the disbursements set below

8. Payment methods

- 20 % upon sign of the consultancy
- 80 % upon delivery of the products

The payment will be made upon reception of invoice and signature of the Supplier Purchase Agreement (SPO), by cheque in USD, under the name of the contracting parties. The offer and payments are subject to the fiscal regulations applicable in Lebanon, at the responsibility of each party.